

**WHAT IS CLAIMED IS:**

1. A personal care composition comprising:
  - a) branched alcohols, their derivatives, and mixtures thereof, wherein the branched alcohols have the formula:

A-X

wherein X is a hydroxy moiety; and A is a hydrophobic mid-chain branched alkyl moiety comprising C<sub>12</sub> to C<sub>24</sub> total carbons having: (1) a longest linear carbon chain (C<sub>ω</sub>) attached to the X moiety in the range of from 11 to 23 carbon atoms; (2) one or more C<sub>1</sub> - C<sub>3</sub> alkyl moieties branching from this longest linear carbon chain; (3) at least one of the branching alkyl moieties attached directly to a carbon of the longest linear carbon chain at a position that is within the range of position 3 carbon, counting from position 1 carbon which is attached to the X moiety, to position ω - 2 carbon, the terminal carbon minus 2 carbons; and (4) the branched alcohols or their derivatives have an average total number of carbon atoms in the A moiety in the range of from about 14.5 to about 17.9 or within the range of from about 18.1 to about 21.5; and

b) a personal care adjunct.

2. The personal care composition according to Claim 1 wherein the A moiety has an average total number of carbon atoms within the range of greater than 14.5 to about 17.5 or within the range of from about 18.5 to about 21.5.

3. The personal care composition according to Claim 1 wherein the branched alcohol derivatives are selected from the group consisting of branched alcohol esters, branched alcohol alkoxylates, branched alcohol ethers, branched carboxylic acids, branched carboxylic acid esters and mixtures thereof.

4. The personal care composition according to Claim 3 wherein the branched alcohol ester is derived from complete or partial esterification of the branched alcohol with a carboxylic acid selected from the group consisting of mono-, di-, tri- or tetra-carboxylic acids and mixtures thereof.

5. The personal care composition according to Claim 4 wherein the carboxylic acid is selected from the group consisting of succinic acid, citric acid, adipic acid, lactic acid, tartaric acid, phthallic acid, malic acid, maleic acid, glutaric acid, phosphoric acid, phosphorous acid, butane-1,2,3,4-tetracarboxylic acid, salicylic acid, alpha-hydroxy acid and mixtures thereof.
6. The personal care composition according to Claim 3 wherein the personal care composition comprises a branched alcohol alkoxylate selected from the group consisting of ethoxylate, propoxylate and mixtures thereof.
7. The personal care composition according to Claim 3 wherein the personal care composition comprises a branched alcohol ether selected from the group consisting of glycerol, polyglycerol ether and mixtures thereof.
8. The personal care composition according to Claim 3 wherein the personal care composition comprises a branched carboxylic acid.
9. The personal care composition according to Claim 3 wherein the personal care composition comprises a branched carboxylic acid derivative selected from the group consisting of esters, amides and mixtures thereof.
10. The personal care composition according to Claim 9 wherein the personal care composition comprises a branched carboxylic acid ester derived from the complete or partial esterification of a mono-, di-, tri- or polyhydric alcohol with a branched carboxylic acid.
11. The personal care composition according to Claim 10 wherein the monohydric alcohol is selected from the group consisting of:
  - a) branched alcohols having the formula:  
$$A-X$$
wherein X is a hydroxy moiety; and A is a hydrophobic mid-chain branched alkyl moiety comprising C<sub>12</sub> to C<sub>24</sub> total carbons having: (1) a longest linear carbon chain (C<sub>ω</sub>) attached to the X moiety in the range of from 11 to 23 carbon atoms; (2) one or more C<sub>1</sub> - C<sub>3</sub> alkyl moieties branching from this longest linear carbon chain; (3) at least one of the branching alkyl moieties attached directly to a carbon of the longest linear carbon chain at a position that is within the range of position 3 carbon, counting from position 1 carbon which is attached to

the X moiety, to position  $\omega - 2$  carbon, the terminal carbon minus 2 carbons; and (4) the branched alcohols or their derivatives have an average total number of carbon atoms in the A moiety in the range of from about 14.5 to about 17.9 or within the range of from about 18.1 to about 21.5;

- b) C1 to C30 linear alcohols;
- c) C4 to C30 2-alkyl branched alcohols;
- d) isopropyl alcohol;
- e) cholesterol; and
- f) mixtures thereof.

12. The personal care composition according to Claim 11 wherein the C1 to C30 linear alcohols are selected from the group consisting of methanol, ethanol, hexanol, decanol, dodecanol, hexadecanol, lauryl alcohol, cocoyl alcohol, myristyl alcohol, cetyl alcohol, stearyl alcohol, isostearyl alcohol, tallow alcohol, oleyl alcohol, behenyl alcohol, erucyl alcohol and mixtures thereof.

13. The personal care composition according to Claim 11 wherein the C4 to C30 2-alkyl branched alcohols are selected from the group consisting of Guerbet alcohols, aldol alcohols, oxo alcohols and mixtures thereof.

14. The personal care composition according to Claim 10 wherein the dihydric alcohol is selected from the group consisting of ethylene glycol, propylene-1,2-diol, propylene-1,3-diol, butane-1,2-diol, butane-1,4-diol, hexane-1,2-diol, hexane-1,6-diol and mixtures thereof.

15. The personal care composition according to Claim 10 wherein the tri- or polyhydric alcohols are selected from the group consisting of glycerol, diglycerol, xylitol, sorbitol, mannitol, sucrose and mixtures thereof.

16. The personal care composition according to Claim 1 wherein the personal care composition further comprises natural or linear or 2-alkyl branched alcohols, their derivatives, or mixtures thereof.

17. The personal care composition according to Claim 1 wherein the personal care composition comprises from about 0.01% to about 40% by weight of branched alcohols, their

derivatives or mixtures thereof; and from about 0.01% to about 80% by weight of the personal care adjunct.

18. The personal care composition according to Claim 1 wherein the personal care adjunct is selected from the group consisting of: absorbents, abrasives, anticaking agents, antifoaming agents, antimicrobial agents, binders, biological additives, buffering agents, bulking agents, chemical additives, cosmetic biocides, conditioning agents, deposition polymers, cationic polymers, denaturants, cosmetic astringents, drug astringents, external analgesics, film formers, plasticizers, preservatives, preservative enhancers, propellants, reducing agents, other skin-conditioning agents, skin penetration enhancing agents, skin protectants, solvents, suspending agents, emulsifiers, nonionic surfactants, anionic surfactants, cationic surfactants, zwitterionic surfactants, amphoteric surfactants, Gemini surfactants, hydrotropes, thickening agents, solubilizing agents, sunscreens, sunblocks, ultraviolet light absorbers or scattering agents, sunless tanning agents, antioxidants, radical scavengers, chelating agents, sequestrants, anti-acne agents, anti-inflammatory agents, anti-androgens, depilation agents, desquamation agents/exfoliants, organic hydroxy acids, vitamins and derivatives thereof, natural extracts, humectants, anti-static agents, diluents, emollients, pearlescent aids, foam boosters, pediculocides, pH adjusting agents, proteins, perfumes, colorants, pigments, dyes, opacifying agents, essential oils, skin sensates, skin soothing agents, skin healing agents, viscosity adjusting agents; water, fillers, inerts and mixtures thereof.

19. The personal care composition according to Claim 1 wherein the personal care composition is in the form of a diaper lotion, an antiperspirant, a deodorant, a foundation, a lipstick, an anti-dandruff composition, a conditioner, a shampoo, a shower gel, a body wash, a bath foam, a hand soap, an anti-wrinkle composition, a niacinamide transfer composition, a suntan lotions, a moisturizing cream composition, a skin care composition, a topical medicinal composition, or an insect repellent.

20. A method for treating a human's body or skin comprising contacting the human's body or skin with a personal care composition according to Claim 1.